

REMARKS

Formal drawings as requested by the Examiner are in the process of being prepared and will be presented promptly when completed.

The claims as originally filed stand rejected under 35 U.S.C. §102 as anticipated by Knight U.S. Patent No. 6,344,853 B1 (hereinafter "Knight '853").

By this amendment, claims 1-2, 13 and 21-22 have been canceled, and the remaining claims have been variously amended. Applicant respectfully asserts that the claims as amended and presented herein are allowable over Knight '853.

Specifically, Knight '853 discloses only the option of a user selecting a logo, which logo may contain text, but does not show the use of text input by the user for inclusion on a hat, perhaps in conjunction with a separate logo or design. The specific portions of Knight '853 cited in the Office Action on this point (in connection with original claims 6 and 7, which refer to text), do not truly refer to such a system. For example, the referenced discussions from column 6, line 49 to column 7, line 9 and at column 9, lines 30-41 appear to refer to choosing between logos, and not inputting highly variable text. Further, referenced element 150 in Fig. 3E relates to quickly finding a desired logo in a long alphabetical list of logos using index letters A through Z, and not to selecting A through Z themselves as parts of the design, let alone millions of possible combinations of A through Z as parts of the design. The addition of text is a much more flexible design tool than anything taught by Knight '853.

Further, the Office Action has acknowledged that Knight '853 does not explicitly teach the feature of being able to choose different perspective views on which to

display the logo but states that the reference at column 8, lines 53-60 encompasses it. That teaching, however, relates to products in which the logo may be placed at different locations. Using the example they use (luggage), presumably you could see the front of the luggage if the logo were to be placed there, or the top if it were to be placed there. However, it does not relate to showing different views in which the logo could be seen in different perspectives in all of the views. With a cap, for example, the ability to see a design only face on is extremely limited, and cannot provide the valuable feedback to a potential customer of the appearance of the three-dimensional product from different angles. A design which may seem just acceptable from face-on may, by contrast, be striking when viewed from the side. By contrast, a design which is striking from face-on may be unacceptable when viewed from the side. By providing the customer with this type of feedback, a sale which otherwise would not have been made may be made in the first instance, and a sale which results in an unhappy customer unlikely to make another purchase may be avoided in the second instance. Overall, the customers will be made to feel more comfortable in what they are purchasing and good will can advantageously develop for the business.

Moreover, the illustrations in Knight '853 all seem to illustrate a flat two dimensional logo on a curved three dimensional object, making those illustrations not true perspective views. Such views are therefore somewhat misleading as to appearance and, certainly, not particularly helpful if views of one design are to be given from multiple angles.

As amended, claim 3 recites, *inter alia*, a method for facilitating sale of an object over a computer network, including providing a plurality of display icons representing *different* perspective views of a three-dimensional object, providing an input for the user to select any of the plurality of display icons, and over the computer network providing the potential customer with perspective views of the selected design element on the object wherein the user inputs provide different perspective views of the object with the display element displayed thereon as selected. As discussed above, Knight '853 does not teach or suggest providing different perspective views of a single object and design element. Rather, for each object and design element combination, it teaches simply providing a single view from face on of the design element. Accordingly, claim 3 as presented herein is believe to be allowable.

Moreover, claims 4-10 which depend from claim 3, further recite various advantageous features of the invention. Dependent claim 6, for example, further recites that the "design element is user created text", and therefore adds the second feature not shown in Knight '853 as discussed above. Accordingly, claims 4-10 are also believed to be allowable.

Independent claim 11 recites a method for facilitating sale of caps including, *inter alia*, providing a user input for selecting at least one display icon representing a cap offered for sale, providing a user input for creating text to be included on the cap, and providing a display illustrating the cap represented by the selected display icon with the user created text at the user selected location on said cap, all over the Internet. As discussed above, Knight '853 does not teach anything with respect to allowing user

created text to be placed on an object and then illustrating a cap with the created text displayed thereon. Accordingly, claim 11 and dependent claims 12 and 14-18 are also believed to be allowable.

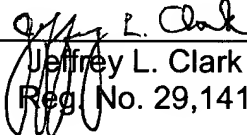
Independent claim 19 recites, *inter alia*, a computer network server for facilitating sale of three-dimensional objects, including a display icon generator transmitting selected ones of a plurality of display icons over a computer network, a request generator transmitting, over the computer network, a request for user input to identify a selected display icon and to select a design element to be included on the object, and a processor receiving display icon requests and the selected design element over the Internet and generating a visual representation of the user selected design element on the object represented by the selected display icon. Claim 19 further recites that the display icons represent a plurality of objects each having one of the three-dimensional shapes and further represent a plurality of different perspective views of each of the three-dimensional shapes. Thus, claim 19, similar to claim 3, recites that different perspective views of the object with the design element can be displayed to facilitate sale by ensuring that the potential customer recognizes which he will be purchasing to give customers a desired level of confidence in the purchase made without ever physically seeing the product. Accordingly, claim 19 should also be allowable.

Claims 20 and 23-25, which depend from claim 19, further recite various advantageous features of the invention. Dependent claim 23, for example, further recites that the request generator transmits "a request for user input to create text to include in the selected design element, and therefore adds the second feature not shown in Knight

'853 as discussed above. Accordingly, claims 20 and 23-25 are also believed to be allowable.

Respectfully submitted,

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October 26, 2004

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